

Recommendations excerpted from *Reducing Underage Drinking: A Collective Responsibility (2003)*, National Academy of Sciences  
(<http://www.nap.edu/books/0309089352/html/>)

Category/Summary of Recommendations	Maine's current status on each recommendation*
<b>Limiting Access</b>	
15 recommendations for state and local action	(see separate list for full details)
<b>National Parent Media Campaign</b>	
Congress should fund a large-scale national media campaign targeting parents – start with several states for initial development phase	Maine's "Do You Really Know" Parent Media Campaign (2003) has shown excellent outcomes in the evaluation of its first 6 months. The NAS report cites data from the market research completed for Maine's campaign and proposes a design that is very similar to Maine's approach. Given this history, Maine would be well positioned to be one of the initial development sites for a national campaign.
<b>Alcohol Excise Taxes</b>	
Congress and state legislatures should raise excise taxes to reduce underage consumption and to raise additional revenues for this purpose. Top priority should be given to raising beer taxes and excise tax rates for all alcoholic beverages should be indexed to the consumer price index so that they keep pace with inflation without the necessity of further legislative action	Maine has not raised its state alcohol taxes since the early 1990s (year?) and they are not indexed to inflation. The beer tax currently works out to about 3.3 cents per drink (12 oz. beer) for the state excise and premium tax combined. Table wine is taxed at 2.3 cents per 5 oz glass and sparkling/fortified wine at 4.8 cents per 5 oz glass. Low alcohol spirits are supposed to be taxed at 14.4 cents per drink (12 oz) however it appears that most drinks that belong in this category are currently misclassified as malt beverages.
<b>Alcohol Advertising</b>	
<p>Industry should refrain from marketing practices (including product design) that have substantial underage appeal, and should take reasonable precautions to reduce youthful exposure to alcohol advertising</p> <p>Industry should strengthen voluntary advertising codes and establish independent external review boards to investigate/enforce the codes</p> <p>Congress should fund US DHHS to monitor underage exposure to alcohol advertising and report periodically to Congress &amp; public</p>	(recommendations are all national in scope)
<b>Entertainment Media</b>	
<p>Entertainment industries should work to reduce underage audiences' exposure to unsuitable alcohol content. The Motion Picture Association, television producers and the music industry should take precautions not to glamorize underage drinking and each should include alcohol content in a comprehensive rating system</p> <p>Congress should fund US DHHS to conduct periodic review of movies, tv, music and videos that have a significant youth audience to assess images relating to alcohol and report to Congress/public</p>	(recommendations are all national in scope)
<b>Partnership to Prevent Underage Drinking</b>	
Alcohol industry (with other public and private partners) should fund an independent nonprofit foundation with the sole mission of prevention and reducing underage drinking	(recommendations are all national in scope)

\* Compiled by Becca Matusovich, Maine Office of Substance Abuse, September 2003. If you have questions and/or information to contribute regarding Maine's status in any of these areas, please contact [Rebecca.Matusovich@maine.gov](mailto:Rebecca.Matusovich@maine.gov).

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<b>Community Interventions</b>	
<p>Community leaders should assess the underage drinking problem in their communities and consider effective approaches to reduce underage drinking</p> <p>Public and private funders should support community mobilization to reduce underage drinking with federal funding for community-level approaches using targeted evidence-based prevention strategies</p>	<p>OSA prevention and One ME grantees receive substantial assistance in this process. Most communities involved in Communities for Children go through an assessment process, and schools must complete some sort of needs assessment in applying for Safe and Drug Free Schools funds</p> <p>The 23 One ME coalitions are all addressing underage drinking through at least 2 domains using model programs. 14 of the One ME coalitions are implementing either Communities Mobilizing for Change on Alcohol or the Community Trials Project, two environmental strategies programs that depend on community mobilization</p>
<b>Youth-Oriented Interventions</b>	
<p>Residential colleges and universities should adopt comprehensive prevention approaches, including evidence-based screening and brief intervention strategies, consistent policy enforcement, environmental changes that limit underage access to alcohol, and universal education interventions as well as selective and indicated approaches with relevant target populations</p> <p>US DHHS and states should expand the availability of effective clinical services for treating alcohol abuse among underage populations. US Dept of Ed, DHHS, and Dept of Justice should establish policies that facilitate diagnosing and referral of underage alcohol abusers and those who are alcohol dependent for clinical treatment</p>	<p>OSA has just awarded subgrants to 9 Maine colleges to implement comprehensive approaches, including a focus on environmental strategies. Five of the 9 have received additional funds to implement a model screening and brief intervention program (BASICS).</p> <p>OSA has been working to expand the availability of treatment for adolescents. The system is still underfunded and the need is greater than the services currently available. OSA has partnered with the Governor's Office and the Maine Primary Care Association to apply for a SAMHSA Screening and Brief Intervention Grant.</p>
<b>Government Assistance and Coordination</b>	
<p>Each state should designate a lead agency to coordinate and spearhead its activities and programs to reduce and prevent underage drinking</p> <p>A federal interagency coordinating committee on prevention underage drinking should be established. Secretary of US DHHS should issue an annual report on underage drinking to Congress. A National Training and Research Center on Underage Drinking should be established.</p> <p>The Monitoring the Future Survey and the National Survey on Drug Use and Health should be revised to elicit more precise information on the quantity of alcohol consumed and the brand preferences of underage drinkers</p>	<p>OSA has assumed this role somewhat, largely because of its coordinating role related to the OJJDP underage drinking grants as well as most other funds relating to both alcohol issues and prevention. OSA has worked extensively with the Bureau of Liquor Enforcement, Department of Public Safety, Attorney General's Office, Bureau of Health, and other state agencies on underage drinking issues.</p>
<b>Research and Evaluation</b>	
<p>All interventions, including media messages and education programs, whether funded publicly or privately, should be rigorously evaluated, and a portion of all federal grant funds for alcohol-related programs should be designated for evaluation</p> <p>States and the federal government – particularly the US DHHS and Dept of Ed – should fund the development and evaluation of programs to cover all underage populations</p>	<p>OSA places a strong emphasis on evaluation. However, funding, staff time, and professional evaluation training/expertise are all an ongoing challenge.</p> <p>OSA's goal is to develop and evaluate programs that cover all underage populations within the limited resources available.</p>